

Note for Neidle, Bruce

From: Neidle, Bruce
Date: Fri, Aug 12, 1994 8:18 AM
Subject: TEST MARKETS - NIELSEN
To: Cohen, Carl
Cc: Gawronski, Edward

Carl,

As a follow-up to our discussion yesterday, it is recommended that we expand the existing Nielsen c-store audit service in the two test markets by a total of 34 stores (+18 in Portland and +16 in Denver). This will provide sufficient sample representation to evaluate each markets convenience stores retail product movement, causal and pricing performance for Daves, other PM and competitive brands.

For purposes of constructing your budget, the incremental cost to add these additional stores is approximately \$3,600 per week or about \$190,000 for a full year of collection. Please note, this only reflects the collection cost, other costs for tracking and analysis may be funded out of MI&A's budget.

Note, we are not planning to expand Nielsen trade class coverage beyond c-stores in the test markets. Among the other major pack outlets, liquor stores and grocery stores account for less than 5% each of the markets total CPW.

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